



Job Description

Working Title:	CORPORATE COMMUNICATIONS COORDINATOR
Position Type:	PERMANENT
FTE (ie: 1.0, 0.5):	1.0
Classification:	LEVEL 4
Division:	CORPORATE COMMUNICATIONS
Department:	OCAO
Reports To:	Manager of Corporate Communications
☐	New Position
☒	Update of current position
☐	Significant changes (at least 50% of job has changed) – Job Evaluation required

SECTION 1: PURPOSE OF POSITION

Reporting to the Manager of Corporate Communications, the Corporate Communications Coordinator, will support the delivery of strategic and day-to-day communications by providing core services such as digital channel management, physical communication tool management, content development, media relations, brand management, emergency communication management, project production, training and support, paid marketing management, and public participation support.

SECTION 2: KEY RESPONSIBILITIES

Time Percentage	Key Responsibility
	<ul style="list-style-type: none">• Develop and execute effective communication strategies and support citizen consultation;• Write communication plans, marketing plans, critical timelines, news releases, social media campaigns, web content, radio scripts, reports, and initiatives;• Identify complex problems within a project and provide options and solutions to the project manager;• Support the Corporate Communications team with all aspects of the Town's external corporate communications, including strategic communications, media relations, crisis communications, publications and marketing;

	<ul style="list-style-type: none"> • Maintain and manage the Town's social media platforms, including both organic and paid campaigns, while tracking analytics to inform Campaign Performance Reports; • Maintain, manage, and train staff, on keeping the Town website up to date; • Develop and deliver training sessions on policies and procedures, media/public relations; respond to ad hoc requests for training and advice; assist with creation of toolkits, guides, and workshops to empower staff in self-service communications tasks; • Prepare, schedule, and report on paid marketing campaigns across social media, radio, newspaper, Google Ads, and digital signage; • Support in the creation and editing of print- and digitally based informational, promotional, and marketing materials such as, brochures, advertisements, PowerPoint presentations, etc; • Support the creation of digital media assets coordinating with the Town's visual identity and branding; apply corporate brand standards consistently across all communications; • Development and implementation of marketing tools and tactics necessary to promote new and ongoing Town initiatives and projects; • Responsible for the Town's media relations function including writing news releases, media advisories, public service announcements, statements, speeches, speaking notes, and quotes; assist in organizing press conferences and maintaining the media contact list; • Support the Manager of Corporate Communications and project managers with Communications around public engagement; • Research and compile information and factual content for marketing materials; • Track information, analytics, and performance measurement of marketing and communications campaigns and/or other related endeavours; support evaluation surveys, feedback loops, and continuous improvement efforts; • Attend, photograph, and promote events via live social media updates; assist in organizing and filing photo and video assets in the Digital Asset Library to ensure accessibility and brand alignment; • Provide coverage for the Corporate Communications team when required and within capabilities; • Responsible to actively engage in the health and safety program and be held responsible for the health and safety duties and responsibilities as outlined in Element I of the Health and Safety Manual. • Other functions as identified by the Manager of Corporate Communications and within the scope of this position.
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SECTION 3: SUPERVISION OF OTHERS

Position Title	Direct	General
N/A	☐	☐

SECTION 4: QUALIFICATIONS

Level of education and experience required:

- Post-secondary degree or diploma from a recognized education institute in communications, journalism, marketing, digital media, or public relations.
- Minimum two years in communications, journalism, marketing, digital media, or public relations; preferably in a municipal setting
- Experience working in a political environment
- Experience writing and executing communications and marketing strategies
- Social media professional development and or courses considered an asset
- Additional education or professional development in communications, journalism, marketing, digital media, public or relations would be considered an asset
- Incident Command System (ICS) 100 certificate would be considered an asset;

Required designations, licenses, Certificates required:

- Class 5 Drivers license

Required Knowledge, Skills and Abilities:

- Applied knowledge of all aspects of communication including public relations, issues management, promotion, branding, media relations, public engagement, publication development, special events planning, crisis communications, digital media, and online communications and marketing;
- Knowledge of marketing and communications strategies;
- Ability to create and execute communications and marketing plans from start to finish;
- Strong knowledge of social media marketing, including scheduling software, analytics assessment, and paid promotion;
- Solid understanding and skills using Artificial Intelligence (AI) tools;
- Excellent computer skills; solid understanding of MS Office products, principally Word, Excel, PowerPoint, Outlook, and Publisher;
- Well-developed oral and written communication skills; extensive knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar;
- Excellent editing skills; demonstrated ability to review and correct written work with a critical eye;
- Demonstrated ability to perform complex and multiple tasks in a rapidly changing, fast-paced environment;
- Ability to organize work and prioritize to meet formal deadlines with continuous interruptions;

- Strong analytical and project management skills;
- Ability to develop and maintain constructive and cooperative working relationships in a team environment involving many internal and external stakeholders;
- Familiarity of Privacy Legislation governing electronic use and maintenance of information;
- Ability to apply corporate brand standards and style guides across all content, ensuring consistency with the Town's corporate identity;
- Ability to support delivery of staff training resources (e.g., intranet updates, quick reference guides, workshops);
- Understanding of emergency communications protocols and ability to support implementation of the Crisis Communications Plan;
- Awareness of evaluation practices including campaign performance reporting, feedback mechanisms, and continuous improvement processes;
- Basic photography skills and knowledge;
- Exemplary customer service skills;
- Confident, creative, and energetic personality;
- Must have problem-solving and critical thinking skills and desire to solve challenges;
- Ability to complete administrative tasks.

Software/Technology

Experience with the following or similar software and technology is a requirement

- Social media platforms such as Facebook, Instagram, YouTube, and LinkedIn in a business environment
- Social media scheduling programs such as Hootsuite
- Analytics and reporting tools such as Google Analytics, Hootsuite Analytics, or similar for monitoring and evaluating campaign performance
- Microsoft Office applications
- Graphic building applications such as Publisher, InDesign, Illustrator (Adobe Suite), and Canva
- Digital management assets programs
- Experience working with a digital asset library for organizing and accessing approved photos and videos
- Familiar with the website provider GHD Digital (formerly eSolutions) considered an asset
- Website CMS platforms such as Govstack
- Intranet platforms such as SharePoint (The Pathway) for supporting internal communications
- AI platforms such as ChatGPT
- Competent with a camera

PHYSICAL EFFORT

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| ☒ | Routine office environment. Limited physical effort. A variety of typical office requirements such as sitting, standing and walking. Limited physical effort. Limited intense visual concentration is required. Infrequent physical effort (lifting, bending, etc); Infrequent peaks of concentration are necessary for short periods from time to time (e.g. several minutes up to half an hour) Interruptions or distractions occur occasionally, but do not interfere with completion of quality of work as the nature of the work is highly repetitive and routine |
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☐	Moderate physical effort, requires occasional lifting, bending, standing, climbing ladders, etc. Requires extended periods of standing or moving. Manual dexterity can include handling of items or tools of various sizes, sorting or manipulating small parts or materials or tools, where the pace of work can largely be controlled. Intense visual concentration is greater than 50% of the time. Moderate peaks of concentration (e.g. up to half day) are a typical, with some ability to control this by taking breaks from the task. Interruptions or distractions occur frequently and sometimes interfere with output quality or timeliness. Time pressures with the job are noticeable, but are not frequent or significant. May perform a moderate level of heavy physical activities (pulling, lifting, pushing heavy or awkward objects, etc). May require some specialized training and/or use of safety equipment.
☐	Regular, frequent or sustained and considerable physical effort is required with limited opportunities to rest except at scheduled breaks. May require a degree of major physical effort over an extended period of time. Requires frequent or regular considerable moving, standing or heavy physical activities (e.g. lifting, moving, or pulling heavy awkward objects on a regular basis). Typically requires some specialized training (certifications, etc) and/or use of safety equipment. May also require personal protective equipment. Regular, frequent or sustained, and substantial peaks of concentration are a typical throughout the day. It may not be possible to take breaks from tasks due to time pressures and deadlines that often oblige continuation until task completed. Interruptions and distractions occur frequently, and often to significantly interfere with the ability to complete the task correctly/in timely manner and consistently.
WORK ENVIRONMENT	
☒	Routine office environment. Limited exposure to disagreeable aspects such as noise, heat/cold, dust, fumes, etc
☐	Moderate exposure to disagreeable aspects of the work environment. The job may require occasional exposure, but is limited in terms of frequency, severity, and/or duration. May require some specialized training, and/or use of safety equipment.
☐	Considerable, frequent or ongoing exposure to disagreeable aspects of the work environment. The job requires regular exposure in terms of frequency, severity, and/or duration. Typically requires some specialized training (certifications, etc), and/or use of safety equipment. May also require personal protective equipment.